

Quote

THE WEEKLY DIGEST

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Number 3

WITHIN THE WEEK

Of immediate legislation pressing upon the new Congress, most important items are those relating to manpower control. We see little prospect now for nat'l service bill requested by the Pres. Certainly no measure with sweeping provisions of Austin-Wadsworth bill has a chance.

Sen Barkley, majority leader, has made no obvious move to whip up interest for nat'l service. And Sen Thomas, of Utah, most likely head of next military affairs committee, is known to oppose the idea. Fact is, Selective Service has never formally relinquished hold on men up to 45. (Decision to draft no men above 38 was merely "statement of policy" which can and may be rescinded.) This is an effective club to be used against recalcitrants.

Indications as of now are that Administration must be content with bill to control civilian occupations of some 4,000,000 4-F men, disqualified for active military service.

4-F CONTROL: If we accept Bailey-May proposal as pattern, 4-Fs who are drafted to war industry will attain no military status and enjoy no postwar benefits beyond a guarantee of ret'n to former jobs at emergency end.

Rep May thinks his measure will round up 1,000,000 *additional* men for war jobs. We doubt it.

High percentage of 4-Fs who can handle war jobs are in them now. When this classification is mentioned most of us incline to think of exceptional cases. Bear in mind it includes ALL who are incapacitated—the man who is flat on his back in a tuberculosis sanitarium, and the chap who has a disjointed index finger. It also includes host of psycho-neurotics, a good many of whom would be useless on assembly line. They would go to pieces under any form of compulsion of regimented service.

Since it is presumed no bill to be enacted would force a specific 4-F on any certain employer, the industry's personnel dept would still have the freedom of selection. Thus, many undesirables would be screened out. Would such men be forced into work battalions?

Bailey-May bill provides for such battalions, under military discipline, but specifies they are for men who "balk" at accepting work in war plants. Idea is to make such work extremely onerous—devoid of military benefits and postwar incentives. The man who, thru no fault of his own, can't get a war job deserves a better break than that.

No one condemns idea that ALL should serve in time of need, but we should exercise care not to legislate inequitably against a group least able to speak and act in its own defense.



SHIFTING SANDS

There never has been a time since war started (and we don't exempt submarine-crisis period) when shipping has been as tight as it will be for at least next 8 mo's. . . This shortage of ships is one factor that may contribute to coffee scarcity later this yr; there are others: Brazil is indulging a "Coffee strike" for higher prices. No shipments have been made for some time from gov't stockpile. Present mkt doesn't tempt private brokers. There's about 4 mo's supply in U S. No immediate plans for rationing, but we wouldn't want to bet against it. . . If nationwide survey of R L Polk & Co is accurate, price may be greater factor in postwar auto mkt than some have thought. They report 76% of car-owners say they won't buy '45 or '46 models if price is 25% above prewar; 63% said they'd buy promptly at prewar level. But people's actions don't always parallel their statements. . . **Sign of Spring:** seed catalogs are in the mails.



FOR THOSE WHO WILL NOT BE MENTALLY MAROONED

Quote

"HE WHO NEVER QUOTES, IS NEVER QUOTED"

Charles Haddon Spurgeon

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"Everything a man makes up can't be original!"—SAM GOLDWYN, countering plagiarism accusation against one of his writers.

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"I tried to get a picture of Rundstedt the other day and succeeded. . . . I wish I could get a picture of Rundstedt's mind."—Field Marshal MONTGOMERY.

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"Just cancel that request of mine for some home-made candy and send me more shells."—Lieutenant, quoted by DREW MIDDLETON, "Messages From The Men At The Front," *N Y Times Mag.*

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"I try not to squeal."—JILL DRUM, sports editor, U of Ill, *Daily Illini*, commenting on her behavior at sports spectacles. (First woman to hold the post, she supervises staff of 13 undergraduates.)

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"We find more joy bringing life into the world than watching it go."—Dr. JESSE FRANKEL, Brooklyn, who paused from treating wounded to deliver baby in front line hospital at height of the Ardennes salient battle.

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"I'm afraid I can't get away with it."—Sen. GREEN, head of tellers counting electoral votes, becoming flustered when he almost gave Colorado's six electoral votes for DEWEY and BRICKER to ROOSEVELT and TRUMAN by mistake.

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"The cocktail rooms and clubs are jammed with service people without any foreign service stripes. I believe we have 30,000 more officers in the Army than we need."—Rep. SABATH, of Ill, urging a "thorough housecleaning" and re-assignment of officers to active duty.

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"On one occasion he was given a bad debt to run down and after spending several days attempting to locate the man, discovered it was himself he for looking for."—Atlanta business executive, petitioning WLB for permission to pay new bill collector more salary than rec'd by predecessor, stating reason for discharge of previous collector.

"MAY WE

Quote

YOU ON THAT?"

"One thing is obvious: the Allies are united in their aim to break Germany's spine and with it the spine of Europe."—BERLIN RADIO.

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"Sometimes America must look to other countries like a huge, stem-winding Superman, with a soft heart and a pin head."—*Life.*

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"How can I face the people who left them with me?"—W J WEISER, Houston, Tex, when 9 alarm clocks which he was repairing were stolen from his store.

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"I burn a mixture of coal oil and cleaning fluid in my automobile."—Motorist, when OPA threatened to take his gas ration tickets after he was convicted of speeding, declared he had none, not even an A book.

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"It is possible or probable that N Y City or Washington will be hit by buzz bombs within the next 30 or 60 days."—Adm. JONAS H INGRAM, commander in chief, Atlantic fleet. (Adm. INGRAM said Adm. ERNEST J KING, naval commander in chief of U S fleets, concurred with him in this warning.)

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"Out of a million and a half troops, I don't believe there are 100 who want to come home before their job is finished."—Rep. JOHN E SHERIDAN, of Pa, asserting that servicemen abroad do not favor the rotation system of home leave. (Statement has been disclaimed editorially by *Stars & Stripes*, the Army newspaper. In Pacific area, marines are tutoring captured Japs. Asked if he speaks English, Jap prisoner smiles toothily, glibly recites: "Where I stand on rotation system?")

"That ain't hay!"—Comment of a caretaker of a prize bull, suffering from pneumonia, who has already rec'd more than 2 million units of penicillin.

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"It would be impossible to find 5 women in Chicago who could drive a taxicab with any degree of safety."—DOMINIC ABATA, pres, Local 777, Taxicab Drivers union.

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"Those \$250 things, they're just to look at."—Handkerchief clerk in Washington dep't store. Survey during current handkerchief shortage disclosed cheapest available at 50c on up to \$250 for a slinky looking imported lace job.

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"They sound like a bunch of women at a card party. But don't use my name if you quote that."—Attendant at N Y's Central Park zoo to newspaper reporter trying to obtain interview with one of zoo's parrots whose vocabulary consisted of "have a drink, darling."

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"Attendez! Eet eez not necessaire."—Alsatian civilian, watching Pvt VINCENT LIBERTINI stop to pick up stray bits of paper, matchsticks and cigaret butts while cleaning up a vacated company headquarters. He reached into his pocket and gave the startled pvt one limp American cigaret.

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"It's not funny. Besides I don't like candy."—Lt. W G COSTELLO, Seattle, Wash, after his doorbell rang 4 times within an hr and a half, accompanied each time by a box of candy left on the doorstep. As patrolmen arrived to investigate there was loud pounding at back-door. COSTELLO ans'd and found—another box of candy.

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"It's mine! Here, I'll take it apart and show you."—JOHNNY MACK, 8-yr-old son of mgr of Mayflower Hotel in Washington, offering to prove ownership of empty bazooka shell found in a bureau drawer by hotel guest. Swarms of FBI agents, reporters and photographers gathered and shell was being gingerly carried out when Johnny put in his claim.

"Wanted. Big shepherd dog. Must have large bushy tail that wags constantly for sweeping purposes. Maids have gone to war."—Ad inserted by hotel wag in Grand Island (Neb) *Daily Independent*.

"(A universal draft to) allot people where they are needed seems the obviously sensible thing to do."—Mrs FRANKLIN D ROOSEVELT, in news conference.

"I am in favor of universal service which will not only reach the man in overalls but will take management as well as labor into account."—Sen CLAUDE PEPPER, expressing approval of Pres ROOSEVELT's recommendations for nat'l service legislation.

"My 3 yrs of experience as a funeral director qualify me to handle grave responsibilities."—Officer's candidate school applicant listing, apparently in dead earnest, his qualifications for a commission.

"All we must do is wait patiently until the enemy spends himself and then close in for the kill."—RADIO TOKIO, quoting newspaper *Hochi*, advancing simple solution for Japanese military situation.

"I'm supposed to be in the laundry business—but I feel as if I were just plain taking in washing."—Mgr of a Detroit laundry, complaining that labor shortage was forcing him to wash, iron and deliver clothes.

"We're tired of being regarded as 'gov't issue.' We've got names and we want 'em used."—Spokesman for group of overseas veterans at Army distribution center, stating their New Year's resolution: boycott on use of "G I Joe."

"I suppose there are people who can win money from him, but there can't be very many."—British civil servant, back in London from Washington, told columnist on London *Evening News* his sharpest impression of Washington was "trying to beat Pres Roosevelt at poker."

"Frank Sinatra is exactly like any other normal 27-yr-old American boy making a million and a half dollars a yr!"—WALTER O'KEEFE.

"Pass me that pitchfork, Chief."—Remark of policeman, of Lancaster, Mass, which brought two teen-age fugitives from Mass reform school out from hiding place in a hayloft.

"We've got to have more men if we expect to go thru with the season."—DAVID HOLMES, track coach, Wayne U, voicing a universal plaint in sports circles.

"Naturally, I am willing to pay for them."—Kansas City school-teacher, writing for the recipes of a cake and icing she enjoyed at a famous Manhattan hotel. (She rec'd the recipes—and a bill for \$100. Yeah, she paid it!)

"Keeping the peace has become one of the primitive and permanent conditions of life, co-equal with food, clothing and shelter."—Dr ISAIAH BOWMAN, pres, Johns Hopkins U, speaking to American Ass'n for Advancement of Science.

"A soldier shoots with his hands. This is no time for a man to quit just because he's lost a leg."—Pvt JAMES B ARTHUR, who lost his right leg in the Leyte invasion, told interviewers his one aim was to get back into some branch of service which would permit him to return to the Pacific war.

"Thanks for the metal. We can use it."—Message to HITLER from Brooklyn shipyard workers, expressing their appreciation for a life-sized bust of him, captured in a German embassy of a liberated country, which was melted and reused in an American ship.

"It would take a girl a lifetime to get a mink coat out of a New York wolf. They operate on the installment plan—one skin at a time."—Comely GAYLE MELOWIT, chorus girl appearing in BILLY ROSE's "Seven Lively Arts," revealing that the "Stage Door Johnny" (young, handsome, and rich) has become a myth and a legend.

"It leaves me absolutely cold."—ERIKA MANN, ret'g to her native Germany as a war correspondent, after an absence of 12 yrs.

"It seems like some of 'em's got too much to say."—Rep WILLIAM J GALLAGHER, former Minneapolis st sweeper, sizing up his first opinion of Congress in a few words.

"This is what we have dreamed about ever since we took our basic. We feel like soldiers."—Cpl DOROTHY COSTELLO, Uvalde, Utah, with 1st contingent of WACs in the Philippines.

"Don't look now, Jim, but you haven't got any magazine in your carbine."—Fellow officer's whisper on joining 1st Lt JAMES TOWER, Grand Island, N Y, who was "covering" 34 Germans who had surrendered their machine-gun nest to him.

"Men promise you everything, but you have to fight to see they carry out those promises."—Rep CLARE BOOTHE LUCE, speaking to women at an Italian Cabinet party on her recent trip to Europe. (Italian women are pushing suffrage campaign.)



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MINING THE MAGAZINES

Old Men For War—ROBT PLAYFAIR, Magazine Section, *St Louis Post-Dispatch*, 12-31-'44.

Dr Earnest A Hooten, Harvard's anthropologist, who believes men over 45 should handle postwar military occupation, today blasted the Roman theory that man does not reach full mental maturity until 60.

"Some never reach any maturity," said the 57-yr-old prof. "My theory is to let old men who make wars serve in a world police force while young men come home. . . If men all over the world did not reach military age until their 45th yr, it would all come out even. Anyway, we had better wait and see how old Germans fight before we scratch off the senile as unfit for military service."

All persons who apply for divorce would automatically qualify for Selective Service, Hooten added.

"Since our main purpose is the preservation of the American family, it is clear that we need not exempt from military duties individuals who have failed in their family life," he said.

"The older men are no longer needed by their families and often both have had enough of each other, anyhow. These men would be satisfied with plenty of cigarettes. Their wives, emancipated from material duties, would become nurses, Waves and Wacs. Of course this would be hard on the teachers of bridge.

When a boy of 18 is killed, the country has lost a whole life, including every thing put into education and upbringing. It has also lost the possible progeny of the individual sacrificed in youth.

"So I say, let young men make wars and old men fight them!"

AGE—Youth

An aged woman was compelled to testify as a witness in a lawsuit.

Asked to tell her age, she appealed to the judge. "Do I have to tell that?"

"Why, yes, madam," replied the judge. "It's a proper question, and at your time of life you surely need not be sensitive about your age."

"Well," she answered reluctantly, "I'm 97."

"Now, madam," interposed the judge, "that admission didn't hurt much, did it?"

"Oh, yes, it did, judge," was the embarrassed reply. "You see, everybody thinks I'm 100."—*Wall St Jnl*.

BRITISH—American Relations

A col in American Services of Supply had a terrific row with his British opposite number. Gen'l Eisenhower sent for him.

"Col X," he said. "I've investigated this difficulty you had with Col Y. You were in the right on the merits of the case. You lost your temper; that's understandable. I do it myself. I'm informed you called Col Y a blankety-blank. I can understand that, too; soldiers use soldier language at times. But what I will not stand for is the fact that you called him a *British* blankety-blank. For that, I'm sending you home."—GEO FIELDING ELIOT, in *Transatlantic* (London).

CANDOR

Packages of gifts made up by local school children were distributed the other day in a nearby military hospital. One soldier found in his package a note signed with a girl's name and address. It suggested that they might correspond. "But don't get ideas," the writer had added. "I'm only 9½ yrs old."—*New Yorker*.

CHILD CARE

A child being raised without love looks drawn together like a closed umbrella.—MARCELINE COX, *Ladies Home Jnl*, 1-'45.

COMPROMISE

Dr Oliver Wendell Holmes, father of the jurist, has himself handed down some momentous decisions. One was rendered during the time

when the entire populace of Boston was embroiled in a bitter quarrel trying to determine to which of their native sons belonged the credit for the discovery of ether. To Dr Norton hotly contended one faction; Dr Jackson cried the other with equal vigor!

"May I suggest," said Dr Holmes, "that we have built on a single base, statues of both these physicians and inscribe the monument: 'To Ether'."—E E EDGAR.

They DO Say . . .

HINDA GOULD, in the new dep't, "Cosmopolitan's Clothes Horse" (*Cosmopolitan*, 1-'45), deploras mad rush of our fashion folk to Paris. "American designers," she insists "have met the test too satisfactorily to be relegated again to mere copycats." " " " Dr WILL DURANT, in his new book, *Caesar and Christ* (Simon & Schuster), reminds us that the dole was resorted to more than a century before Christ and that the 1st labor union was established in Rome 600 B C. " " " A soldier at Camp Blanding, Fla, advising Book-of-The-Month Club on reading tastes of his associates in arms lists as their favorite literature 27 comic papers. " " " Redbook is launching a new dep't (1-'45) "Mottoes of Successful People". First subject is ALFRED P SLOAN, Jr, chairman of Gen'l Motors. His motto: "Get the Facts." " " " Some time ago, DELOS AVERY, who conducts "Bookman's Holiday" dep't in *Chicago Tribune* filled space with his trick of letting luck pick a book to read in bed. Example: decide in advance you'll read sixth book on third shelf. Last wk AVERY printed some comments from customers. One drew WENTWORTH's *Plane Geometry*; another, lingually lame, encountered the Works of MOLIERE—in the original!

COST-OF-LIVING

"Twelve dollars a day wages hain't so big when you consider it takes \$1 worth o' grub t' fill a common dinner pail."—TOMMY TUTTLE, syndicated feature.

EDUCATION—Static

Farmers have changed from horses to tractors, farm wagons and buggies to trucks and cars, from outhouses to inside plumbing, from kerosene lamps to electric lights. The telephone, radio, electric stoves, milking machines, combines, electric refrigeration—have all appeared within the past 50 yrs. Yet the little red schoolhouse is practically the same; rural education has remained where it was in the '80s and '90s.—Dr CHARL ORMOND WILLIAMS, "Little Red Schoolhouse—a Nat'l Calamity," *Magazine Digest*, 1-'45.

EXCUSES

At the Teheran Conference, Premier Stalin told a story that still has diplomats laughing.

"The neighbor of an Arab sheik asked for the loan of a rope. 'I cannot lend it,' replied the sheik, 'for I need it to tie up my milk with.'

"'But surely,' said the other, 'you do not tie up your milk with a rope.'

"'Brother,' said the sheik, 'when you don't want to do something, one reason is as good as another.'"
—*Liberty*.

FEAR

"Pals," said a soldier, "are just a couple of guys who are afraid of the same things."—Editorial, *Better Homes & Gardens*, 1-'45.

FREE ENTERPRISE

Actually the railroads move a ton of freight 3 mi for less than the gov't charges for delivering a one-oz letter to the next town—and the Postoffice loses money!—*Nashua Cavalier*, hm Nashua Paper Co.

LABOR RELATIONS

Although he is willing to accept his position in life, the worker rises in righteous wrath when it is "rubbed in."

An executive had soiled his hands on a machine with which he was not familiar. Thoughtlessly, he wiped his hands on a worker's apron which was hanging on the end of the machine. After he had gone the worker exploded: "Who does he think he is, anyway? My apron is as good as his handkerchief! Maybe I just work here, but he doesn't need to rub it in."—JAS J JACKSON, "There's No Caste Sys-

tem in American Industry," *Trained Men*, vol 24 no 5.

MAN

If we eliminated all the unfilled space in a man's body and collected his protons and electrons into one mass, the man would be reduced to a speck just visible with a magnifying glass.—Prof ARTHUR S EDDINGTON, *East-West*, 1-'45.

"One Nation Indivisible"

Under the crosses are lying
Men whom America wrought.
Living, they loved her, and dying
Fell in the cause that she fought.
Doherty, Buccì, Kaminsky,
Grubel, Gerranti, De Saulle,
Gundersen, Susock, Levinsky,
Swensen,—Americans all.

Names of all nations and races,
Names that rouse wonder and
mirth,

—But men of one land that embraces

The faith of all freedom on earth.

Reiss, Diachenko, Sicinto,
Polyglot names, but they've
shown

There was *one* land they were
kin to;

They were America's own.

Kordas, Martinez, Van Hooven,
These are no "alien dust,"
These are the dead who have
proven

True to America's trust;

For, where the cannon fire shatters,

Where men must battle and fall,
Names do not matter—THIS
matters,

"They were Americans all!"

—BERTON BRALEY.

MARRIED LIFE

What counts most in the long run isn't whether you and your wife like the same books or like to do the same things. It's whether, down underneath, you're the same kind of person. Whether you have the same attitude toward things, the same outlook on life—the same background and heredity, the same traditions."—GWETHALYN GRAHAM, in the novel *Earth and High Heaven*, (Lippincott).



**CONFIDENTIALLY
THRU A
MEGAPHONE**

Registered nurses are saying privately that they're willing to serve in armed forces if War Dep't will simplify procedure; at present there are so many examinations, regulations, etc they become discouraged and disgusted. Another and perhaps more impelling reason for slow enlistment is understandable reluctance to leave profitable private practice and relative freedom for strict regimentation and substantially less pay. However, situation is becoming acute and something will have to be done. Drafting of nurses is seriously considered, but many must be left at home and no fair method of selection has been determined.

The film unions, long dissatisfied with the basis of determining Academy awards, now contemplate distributing their own "Oscars". They want to see pictures recognized for "social values" rather than on "box-office" basis. . . . So completely is Frank Fay dominating current stage hit, *Harvey*, that producer Brock Pemberton is concerned over public acceptance of other actors for the role of Elwood P Dowd in road companies. "No one but Fay could make an absentee rabbit real." . . . With all racing barred, state and county fairs may turn to horse shows and rodeos as counter attractions.

Detroit's Health Commissioner, Dr Bruce H Douglas, who recently warned men over 40 not to shovel snow, now has the city's housewives down on him like a ton of brick. . .

Federal Economic Administration is recruiting specialists to move into Philippines soon as possible in order to revive hemp industry. Supplies are badly needed for rope.



ARMY — Camouflage: Our soldiers now use face paint in stick form as concealment aid. Loam color blended with green, white, or sand, depending on terrain. Assumes dull hue; will not reflect light; insect and rain repellent; easily removed by soap, water.

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PRODUCTS: Glass made without sand is new discovery. New ingredient is phosphorus pentoxide. Resistance to hydrofluoric acid makes product valuable for safety goggles, laboratory windows, where acid fumes damage ordinary glass. (American Optical Co)

Ardil, new synthetic wool fiber made of peanuts, is mothproof, unshrinkable. Best use in mixture with wool, rayon or nylon. (Imperial Chemical Industries of London)

Thinnest thing ever made by man is sheet of plastic two-millionths of inch (about 10 atoms) thick. Used in making electron microscope pictures. So thin it cannot be felt; removed by pressing fine wire gauze screen upon it. (Gen'l Electric Co)

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VITAMINS: Wasted leaves of carrots, beets, etc contain rich deposits of carotene, Vitamin A. Experiments are now under way to determine practicable method of extracting these valuable food elements. (Am Chemical Society)

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WEATHER: Robot weather stations strung from Arctic to tropics now provide much valuable data for Army, Navy. Station automatically records weather data, radios it to central control bureaus where it is computed, passed on to strategists. Termite-proof box designed to withstand all extremes of weather. (Friez Instrument div of Bendix Aviation Corp)

OPPORTUNITY—in America

There are no bars to success in America. Anyone who has what it takes can win.

Genius often comes from the most unexpected places—brilliant playwrights from the lower east side; successful inventors from among the men with hoe, shovel and wrench; opera stars from the slums. . . Genius, leadership, ability may come from anyone, anywhere, any time—when the aspirant knows he or she has a chance.—From a bulletin of the Nat'l Industrial Committee.

PHILOSOPHY

An old Quaker lady, who was very philosophical, used to say that there were three outstanding follies of which men were guilty. The first folly was that they would go to war and kill each other when, if they would only wait long enough, they would all die naturally. The second was that men would climb trees to knock down fruit when, if they would only wait long enough, the fruit would fall to the ground. The third and crowning folly was that they would pursue women when, if they would only wait long enough, the women would pursue them.—*Digest and Review*.

PSYCHO-ANALYSIS

Tho they have their place and unquestionably do a needed job well, psychoanalysts, like penguins, pandas and Joe E Brown's face, can be just naturally funny. They are not nearly as cute as rabbits, but they are about as common and have much longer ears.—JOHN MASON BROWN, in a review of the play, *Harvey*, *Sat Rev of Literature*.

RACE—Prejudice

The City-County Hospital for the Indigent at Ft Worth, Tex has a large inscription above its two narrow entrances. It reads: "Erected for the poor of Tarrant County without regard to race, creed, or color." At either end, directly above the doorways, are the words, "White" and "Colored."—*Nation*.

RESEARCH—Value

Over a period of time no individual firm or business group has lost money invested in research.—L F LIVINGSTON, manager, Agricul-

tural Extension Div, E I Du Pont de Nemours & Co.

SUPERSTITION

Superstition might be defined as the other man's belief in supernatural manifestations. Or, to put it more succinctly, our superstition is faith, the other man's faith is superstition.—*Fraternal Monitor*.

"Well Spoken!"

"We seldom find persons whom we acknowledge to be possessed of good sense, except those who agree with us in opinion."—LE ROCHEFOUCAULD " " " "If you wish to appear agreeable in society, you must consent to be taught many things which you know already."—LA VATER " " " "Train up a child in the way he should go—and walk there yourself once in a while."—JOSH BILLINGS " " " "Educate a man and you educate an individual. Educate a woman and you educate a family."—FANNY HURST " " " "Man weeps to think that he will die so soon; woman, that she was born so long ago."—H L MENCKEN.

SYMPATHY

E V Lucas tells of a school where sympathy is taught. In the course of the term every child has one blind day, one lame day, one deaf day, one day when he cannot speak. The night before the blind day his eyes are bandaged. He awakes blind. He needs help and other children lead him about. He gets a grasp of what it is really like to be blind. And those who help, having been "blind" themselves, are able to guide and direct the blind with understanding.—*English Digest*.

VIRTUES—Enduring

In the early days, when fabrics were made and dyed at home, it was not always easy to get a fast color. A good Quaker father inscribed under the record of his child's birth this quaintly worded petition: "And fit her for her long journey, O Lord, with virtues that will wash."—*Forward*.

When This War Is Over . . .

It is a significant fact that when ERIC JOHNSTON speaks he has the respectful attention of both Conservative and Liberal. As pres of the U S Chamber of Commerce—and a successful industrialist—his is the voice of Business. Yet his essential fairness and well-developed social consciousness commend him to an element that commonly views Big Business with jaundiced eye. . . In his book, America Unlimited (Doubleday, Doran, \$2.50) Mr JOHNSTON summarizes some of our favoring postwar potentials. There is nothing particularly new in the listing. The factors have been dwelt upon repeatedly. But they cannot be mentioned too often, nor with too much emphasis. Because America's economic future rests upon what we may do with what we shall have.

I would like to quicken our thinking on six postwar potentials which, if properly utilized, should ease the transition from war to peace. Each of them should nourish peacetime production and create employment opportunities. Together, they provide the background for a new prosperity. . . Indeed, they involve the danger of runaway prosperity of a kind which business, labor and gov't alike must seek to avert.

1. *We will have the greatest plant capacity in our history.*

Most of this plant will be modern, constructed for mass-production techniques, planned for the greater safety, health and comfort of workers. True, a large segment will require conversion or reconversion, but intelligent and farsighted leaders are already planning for the new scheme of things.

2. *We will have greater sources of raw material, natural and synthetic.*

Plastics, synthetics, compositions in endless variety; cellulose, chemical derivatives, hitherto untapped "mines" in earth, sea and air. New sources of materials will mean cheaper electricity, lower-priced houses, unparalleled abundance—provided it is permitted to flow freely thru channels of competitive business.

3. *We will have the greatest number of skilled mechanics and technicians ever available to any nation.*

Americans are children of the machine age. We drive cars and operate mechanical gadgets almost as naturally as we breathe and walk. That is why it has been relatively easy to take millions of men and women from other tasks and

from idleness and turn them into skilled machine workers. The percentage of Americans with specialized skills is greater than at any time in our past, as a result of the intense war effort.

4. *We will have a tremendous backlog of accumulated demands for all types of commodities.*

Look in your kitchen and garage for proof of this statement. A colossal am't of business and residential housing has been postponed. Vital improvements await the day of peace. Thousands of items on which production has been stopped, will be called for loudly and lustily.

5. *The people will have accumulated unprecedentedly large savings with which to satisfy their deferred demands.*

There is in our country \$110 billions of savings. Typical Americans are saving money to an extent hitherto unknown. Men and women who in the past were chronically in debt, who mortgaged earnings far ahead by installment buying, now have cash and war bonds on tap to buy what they want and need.

6. *An economic vacuum will exist in most of the nations of the world, and it is an immutable law of nature that a vacuum must be filled.*

Reconstruction in devastated countries will require thousands of our technicians, and will draw on the productive energies of America. There will be an enormous demand for American machine tools, raw materials, natural and fabricated, available in volume only in the U S. Taken together, the war-wrecked world represents a construction job to challenge the best energies of dynamic America.



Candle-Power

GEO WASHINGTON CARVER

Two yrs ago this wk the world was saddened by a bulletin announcing the death of the great Negro educator, Dr GEO WASHINGTON CARVER. Born of slave parents, at Diamond Grove, Mo, about 1864, CARVER worked his way thru high school and college, receiving a B S in Agriculture at Iowa State College of Agriculture and Mechanical Arts in '94. Two yrs later he became associated with BOOKER T WASHINGTON as a teacher at Tuskegee Institute, Tuskegee, Ala, where he spent the remainder of his life as Director of Dep't of Agricultural Research. He was honored by mbrship in many learned societies and rec'd a number of tempting offers. (The late THOS A EDISON once offered CARVER \$100,000 a yr to work with him, but the Negro educator refused to leave his people.)

Here is a thirty-candle-power light bulb. I will place beneath it a burning candle. Now, in order for the light of the candle to be noticed, it will be necessary for the light bulb to be put out, or for the candle to be increased thirty times.

It is easier to switch off the bulb than it is to build up the candle.

Now, there is a lesson for us all in this simple experiment. We may liken that electric light and the candle to two types of people in this old world. When one individual outshines the others, you will find that they very often do all they can to discredit his work. This candle, then, represents the little folks—those who are too narrow and limited in their vision to appreciate the thirty-candle-power people.

Several little delinquents were loitering outside one of the Broadway movie palaces scheming a plan to get in without paying admission. Finally a bright-eyed blonde youngster edged away from the group and was half-way in the theatre before the strong armed ticket taker snatched him back.

"Where d'ya think you're goin', huh?"

"Leave us go," snapped the small-fry. "I'm the critic from *Child Life*!"—*Reader's Scope*.

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The manpower shortage has created quite a few eyebrow-lifting situations. Picture the surprise of the young man whose girl friend took a job in one of our dept stores during the Christmas rush and came out with, "Will that be all?" as he kissed her goodnight.—*C GORDON HERTSLET, St Louis Advertising Club Magazine*.



Many a girl who used to burn the candle at both ends would now be more than satisfied with an old flame.—*Counterpoints*.

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As one of the meek, we decline to inherit the earth in its present condition.—*Burlington (Wis) Standard-Democrat*.

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She doesn't think of men all the time, but when she thinks, she thinks of men.—*Chicago Tribune*.

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This is the season when it is practically as hard to stop a car as it is to start one.—*Indianapolis News*.

GOOD STORIES YOU CAN USE

I LAUGHED AT THIS ONE

PAULETTE GODDARD

Some time ago, the manager of my farm in New York state wrote that my dog had taken a bite out of a neighbor. Wishing to avoid any unpleasantness I promptly sent the man an apology, and my check for \$50.

At the time, I thought I had disposed of a troublesome situation rather neatly. Now I am not so sure about it. My farm manager has just written me that he has disposed of a sow and a litter of pigs. The purchaser was that same neighbor. And the price—\$50!

The Marines' greatest secret weapon, their sense of humor, came to the fore again during this campaign (Pelelieu).

There's a sheer coral wall on one side of Hill 200. Panting, sweating Marines had to climb this wall, foot by foot, under constant sniper fire. But those who reached the top wore wide grins, for midway up on the wall someone had thoughtfully placed a sign: "Please use escalator. Elevator out of order."—*Army & Navy Jnl*.

Two rabid Californians, during a heavy rainstorm in Los Angeles, watched the downpour with embarrassed expressions. Finally, after a deep silence, one said to the other: "Boy, some terrible weather certainly blows in from Nevada, doesn't it?"—*Jobber Topics*.

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If you chance to be acquainted with the proverbial person whose face would stop a clock, we know where employment can be found.

From a son serving in the Pacific, friend of ours rec'd an urgent request for a portable radio. Diligent search finally turned up a dandy, with the added feature of an 8-day inset clock. Our friend brought home his find, prepared to ship it that very day. But an inquisitive visitor chanced to wind the clock. And it turned out to have a terrific tick. The 1st postal inspector who heard that suspicious sound would be certain to throw the pkg out. So, the last we heard, the exasperated parent was sitting around waiting for the clock to run down!

